

COMMUNITY HEALTH IMPROVEMENT UPDATE

AT A GLANCE



2014 - 2015



VISION:

Healthy People in
Healthy Communities



NORTHERN MICHIGAN

(800) 248-6777 | northernhealth.org

PUTTING STATISTICS TO WORK

Numbers tell the story and inform the avenues for intervention. Comprehensive, evidence-based plans focus directly on areas of need, putting resources where they are needed most.



REGIONAL STRATEGIC PRIORITIES

In 2012, the Health Department of Northwest Michigan, in cooperation with McLaren Northern Michigan and other health-related organizations, conducted a regional community health needs assessment.

IMPLEMENTATION PLAN UPDATE

Based on key findings from the assessment, alignment with the hospital's strategic plan, advisement from the McLaren Northern Michigan Community Advisory Councils, and a review of the hospital's existing community benefits,

the hospital developed an implementation plan. Here is an update on the strategies the hospital is pursuing to address health priorities identified in the community health needs assessment.

ACCESS TO HEALTH CARE

Improve access to comprehensive quality health care, including primary care, mental health, and maternal and child health.

Implementation Strategies	Update
Implement plan with community partners to improve access to health care.	<ul style="list-style-type: none"> ➤ Partnered with area health departments, hospitals, and agencies to educate and enroll individuals in Healthy Michigan Plan. ➤ Collaborated with area federally qualified health center and providers to transition Community Free Clinic patients to a permanent medical home.
Increase number of primary care providers.	<ul style="list-style-type: none"> ➤ Continue to strengthen primary care base.
Identify and address behavioral health issues.	<ul style="list-style-type: none"> ➤ Participate on a Rural Health Network to explore and enhance the integration of behavioral health in primary care settings. ➤ Collaborate with area health centers to create awareness of behavioral health services. ➤ Participate in regional workgroups including Children's Behavioral Health of Charlevoix, Emmet, and Antrim Counties and Suicide Prevention. ➤ Assess and educate health care providers.
Develop and sustain an integrated network of care to deliver perinatal services to women and children in northern lower Michigan.	<ul style="list-style-type: none"> ➤ Continue activities with Northern Michigan Perinatal Workgroup to improve health outcomes for moms and babies.

OBESITY AND CHRONIC DISEASE PREVENTION

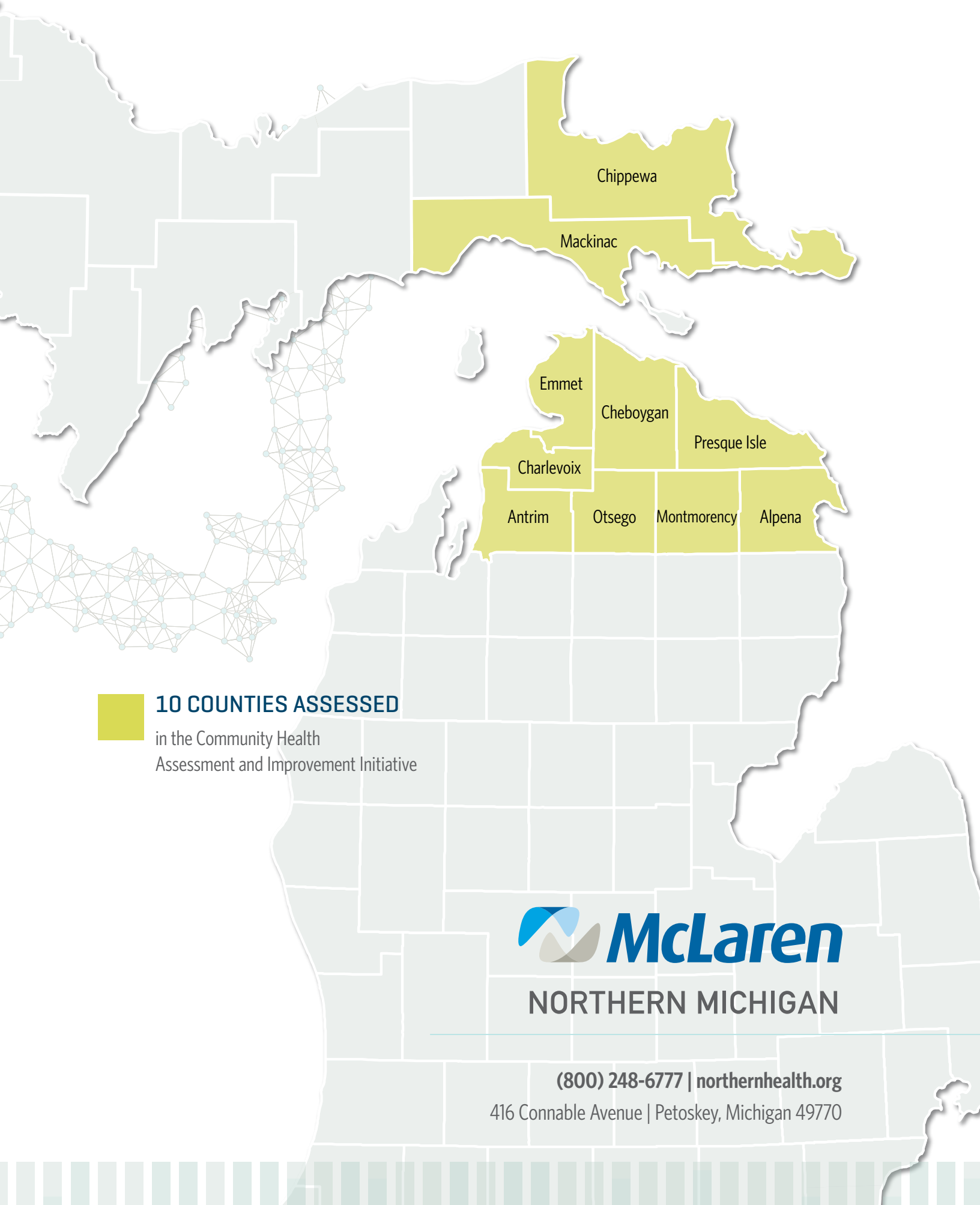
Promote health and reduce chronic disease through the consumption of healthy diets and achievement and maintenance of healthy body weights. Improve health, fitness, and quality of life through daily activity.

Implementation Strategies	Update
Implement Healthy Lifestyle Program for children and families.	<ul style="list-style-type: none"> ➤ FitKids360 programs are being implemented; positive behavior outcomes include: reduction in screen time, increase in physical activity, increase of fruit and vegetable consumption.
Implement chronic disease management programs.	<ul style="list-style-type: none"> ➤ Offer Diabetes Self-Management Classes, events, and support services. ➤ Provider education on diabetes management. ➤ Personal Action Through Health (PATH) classes offered in collaboration with community agencies. ➤ Medical Fitness offered to individuals with chronic health conditions.
Provide education and resources to health care provider offices on healthy eating and exercise.	<ul style="list-style-type: none"> ➤ Disseminate information on programs and resources for patients.
Implement Michigan Health and Hospital Association (MHA) Healthy Food Initiative.	<ul style="list-style-type: none"> ➤ Full implementation of initiatives such as: <ul style="list-style-type: none"> ➤ Modification of recipes to reduce fat, sodium, and calorie content ➤ Adjustment of portion sizes ➤ Replacement of regular soda with healthier options ➤ Wellness plate, vegetarian, and healthy grain options ➤ Elimination of deep fried foods
Implement prevention programs on healthy lifestyles.	<ul style="list-style-type: none"> ➤ Conduct programs to promote healthy lifestyles including health coaching, nutrition, cooking, and fitness classes. For a list of classes go to northernhealth.org/classes.
Conduct worksite wellness programs.	<ul style="list-style-type: none"> ➤ Provide health screenings, classes, and health contests to promote a healthy northern Michigan workforce.
Support community campaigns with regional partners.	<ul style="list-style-type: none"> ➤ Participate in several campaigns to promote healthy behaviors across the region.

SUBSTANCE ABUSE PREVENTION AND TREATMENT

Reduce substance abuse to protect the health, safety, and quality of life for the community. Reduce illness, disability, and death-related tobacco use and secondhand smoke.

Implementation Strategies	Update
Partner with schools, agencies, and providers to address substance use issues including tobacco.	<ul style="list-style-type: none"> ➤ Participate in Substance Abuse Free Environments (SAFE) of northern Michigan and other entities to promote awareness of youth substance abuse and participation in preventive activities. ➤ Participate in Tobacco Coalition of Northwest Michigan to create tobacco-free environments.
Educate health care providers on screening, intervention, and treatment.	<ul style="list-style-type: none"> ➤ List of area behavioral health providers disseminated.
Implement youth based tobacco prevention program.	<ul style="list-style-type: none"> ➤ Tar Wars program offered to school age youth in the region.
Provide tobacco cessation services.	<ul style="list-style-type: none"> ➤ Ongoing interventions are offered including individual and group classes. ➤ Promote State of Michigan Tobacco Quit Line. ➤ Provide pre- and post-natal quit-smoking support.
Participate in the prescription drug disposal program.	<ul style="list-style-type: none"> ➤ Sponsored six events on the Petoskey and Cheboygan campuses.
Support community campaigns with regional partners.	<ul style="list-style-type: none"> ➤ Participate in several campaigns to promote healthy behaviors across the region.



10 COUNTIES ASSESSED

in the Community Health Assessment and Improvement Initiative



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